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## Business Innovation Group (BIG) News

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## **BIG Client Spotlight: Five Hives and Vines**

March 18, 2019



Five Hives & Vines recently won a Silver award at the American Advertising Awards (ADDYs) presented by the American Advertising Federation of Augusta. FabLab Director and Graphic Design Professor Santanu Majumdar incorporated the project into a class project where students created bottle labels that will be utilized to market the meadery's signature creations.

Betty Foy Sanders Department of Art (BFSDoArt) student Elaina Frampton designed the logo. The senior graphic design student's logo was not selected as the first choice for Five Hives & Vine's main line of mead but was instead chosen to be used as the design for a "special offering" mead, such as a seasonal line. Frampton created the design herself, and Majumdar assisted in creating the physical prototype for the competition.

Five Hives & Vines is owned by Eric and Debbie Van Otteren, along with their son and daughter-in-law, Zach and Brooke Van Otteren, and friends Wes and Ashley Vanmeter. The company hopes to begin Statesboro operation later this year. The group intends to open a meadery with an event center and pick-your-own berry farm. There will also be beehives on the property that will be utilized to harvest and sell local honey products.